

Message Text

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PAGE 01 STOCKH 03492 081130Z

ACTION EUR-12

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FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 4655

UNCLAS STOCKHOLM 3492

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: ADS REQUEST: THE BURDICK CORP., MILTON, WI

REF: COMMERCE CD-144, 07/12/78

1. THE FOLLOWING FIRM IS CONSIDERING THIS PROPOSAL AND WILL
CONTACT THE BURDICK CORP. DIRECTLY:

A. SYNECTICS AB

KUNGSGATAN 32

S-111 35 STOCKHOLM

CONTACT: MR. ANDERS ESSEN-MOLLER

2. SYNECTICS, WHICH WAS ESTABLISHED VERY RECENTLY, HAS
APPROXIMATELY FIVE EMPLOYEES AND APPROXIMATE ANNUAL TURNOVER
OF SKR. 1 MILLION. MR. ESSEN-MOLLER WAS PREVIOUSLY EMPLOYED
BY LANDSTINGENS INKOPSCENTRAL (LIC), A CENTRAL PURCHASING
ORGANIZATION FOR SWEDISH COUNTY COUNCILS WHICH PROVIDES MOST
SWEDISH HOSPITALS AND SIMILAR INSTITUTIONS WITH EQUIPMENT.
HE WAS THE SALES MANAGER FOR LIC'S DIVISION HANDLING SURGICAL
AND MEDICAL INSTRUMENTS, AND HAS A GOOD BUSINESS REPUTATION.
SYNECTICS REPRESENTS SEVERAL US AND JAPANESE MANUFACTURERS.
RECOMMENDED TRADE CONTACT.

3. MR. ESSEN-MOLLER IS INTERESTED IN THESE PRODUCTS, BUT
HE THINKS THAT THE PRICES IN THE BROCHURES ARE TOO HIGH AND
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WOULD LIKE TO GET THE PRICE QUOTATIONS FOR OVERSEAS AGENTS.

4. OTHER FIRMS CONTACTED HAVE TURNED THE OFFER DOWN BECAUSE
OF THE TOUGH COMPETITION IN THIS FIELD. SIMILAR JAPANESE
ECG INSTRUMENTS ARE MARKETED IN SWEDEN AT MUCH LOWER PRICES.

5. IN CONNECTION WITH THE NATIONAL CONFERENCE OF THE

SWEDISH MEDICAL ASSOCIATION NOVEMBER 29-DECEMBER 2, 1978
THERE WILL BE AN EXHIBITION OF VARIOUS HEALTH CARE EQUIPMENT. IF THE BURDICK CORP. WANTS TO PARTICIPATE MR. BERTIL ULFELD OF THE INTERNATIONAL FAIRS AND CONGRESS CENTER SHOULD BE CONTACTED. HIS ADDRESS IS: STOCKHOLMSMASSAN AB, S-10680 STOCKHOLM, TELEPHONE: 08/99 01 00, TELEX 10660 STOFAIR S.
KENNEDY-MINOTT

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Message Attributes

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SAS ID: 1497498
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